IN THE SPECIFICATION

Please amend the specification as follows:

The paragraph beginning at page 12, line 20 is amended as follows:

Referring to Figure 6, [[In]] in one embodiment, each time a tracked event (step 100),
such as a purchase or purchase commitment, is detected, and the supply is not fully depleted
(step 102), the demand can be adjusted. Such adjustment can include extending or shortening
time increments, or raising or lowering price points. In one embodiment, if little or no demand is
detected for the item at the current price level (step 104), the price can be reduced for current
and/or later price points (step 106). Detecting somewhat higher levels (step 108) can lead to
somewhat higher price reductions (step 110). When a particular mid-level demand threshold is
exceeded (step 112), the duration of the current and/or later price periods can be extended (step
114). Detecting moderately high levels of demand (step 116) can lead to moderate price
increases (step 118) for current and/or later price points, and detecting higher levels of demand
(step 120) can lead to higher price increases (step 122) for this and/or later price periods. The
levels at which price or timing is adjusted can be continuous or stepped. Preferably, the system
makes the adjustments on a near-real-time basis, with a response time of well under an hour and
preferably under a minute.

The paragraph beginning at page 13, line 21 is amended as follows:

Preferably, the reminder message is sent in such a way that the user is alerted to the
reminder by an alert mechanism. This can involve sending the reminder via an alternative
network, such as via a telephone or pager network. It is also preferable for the alert message to
include a response feature allowing the user to respond to the message with a commitment to buy
the item. With a telephone reminder message, this response feature could request that the user
press a digit key on their telephone set to signal their acceptance of the reminder offer, using
Dual-Tone Multi-Frequency (DTMF) signaling, for example. Two-way pagers, personal data

assistants, and other wireless terminals can allow the user to actuate a button on a control

window for the offer, using Wireless Markup Language (WML) cards, for example.

The paragraph beginning at page 14, line 20 is amended as follows:

Referring to Fig. 8, the system 10 (Fig. 1) can allow for item browsing via a catalog

window 130. This window includes a number of item images 132 associated with price boxes

134. Preferably, the outline of these boxes is shaped to imitate some readily recognizable sort of

price tag or price label, to clearly convey their function to users. In one embodiment, the price

tag is generally rectangular with two comers curved, and a hole to simulate a tag affixed to a

garment with a string. Other visual features can also convey the impression of price tag or label,

however, such as borders, shadowing or simulated perforations. Each price box can include the

item's Manufacturer's Suggested Retail Price (MSRP), its current price, and its current discount.

Also included in each box are a present buy button 136 and a future buy button 138. Pressing the

present buy button has the same results as pressing the present buy button in the item pricing

window.

The paragraph beginning at page 15, line 1 is amended as follows:

Referring also to Fig. 9, pressing a future buy button 138 (Fig. 7) for an item can bring

the user to the item pricing window 30 (Fig. 2), or it can cause a smaller item pricing window

140 to be overlaid on top of the catalog window 130. In one embodiment, the overlaid window is

also displayed in response to the user simply placing his or her mouse over the image of the item

or one of the controls for the item. This ready availability of the pricing information can allow a

user to quickly decide whether he or she should make a current or future offer on the item, but

does not clutter the window with too much information, which could interfere with browsing.

The catalog window can also includes a number of navigation commands 126 (Fig. 8) in a

navigation window 128 (Fig. 8), allowing the user to access other catalog pages.